

ADVERTISED IN

LIFE



TOUCHDOWN BY SHEAFFER'S
SCORING PUNCH IN THE FOUNTAIN PEN FIELD!

GIVE Sheaffer's...

AMERICA'S FIRST CHOICE! (by actual sales records)

America's preference in writing instruments is clear-cut—definite—decisively in favor of Sheaffer's! And this unquestioned leadership has been established by wise buyers who recognize the precision, skill, craftsmanship and quality that make Sheaffer's superior to all others. To make any gift occasion outstanding, give Sheaffer's—America's *First Choice!*

W. A. Sheaffer Pen Company
Fort Madison, Iowa and Malton, Ontario, Canada

SHEAFFER'S

WHITE DOG DISTINCTION



WHITE DOG
Desk Set, \$25
Others from \$3.75



DELUXE THREESOME
Pen, \$17.50—Pencil, \$5.00
Stratowriter, \$12.50
Complete Set, \$35.00; plus fed. tax



SENTINEL TUCKAWAY THREESOME
Pen, \$15.00—Pencil, \$5.00
Stratowriter, \$10.00
Complete Set, \$30.00; no fed. tax



BRAZILIAN ONYX
Desk Set, \$50.00
Other Sheaffer Desk Sets:
\$10.00 to \$108.00



STATESMAN THREESOME
Pen, \$10.00—Pencil, \$4.00
Stratowriter, \$7.00
Complete Set, \$21.00; no fed. tax



TWELVE BRILLIANT, TRUE-TONE COLORS

Skrip makes any pen write better, last longer. Permanent or Washable. Exclusive top-well bottle makes pen filling quick, clean, easy!

EVERY SHEAFFER WRITING INSTRUMENT, INDIVIDUALLY OR IN SETS, MAKES A MAGNIFICENT GIFT
Other Sheaffer Gifts from \$3.75. For sale at all good dealers throughout the United States and Canada.

Copyright 1949, W. A. Sheaffer Pen Company

W. A. Sheaffer Pen Company Ad No. 5-A
Life, 2nd Cover, May 16, 1949

NOW THE BEST PEN IN THE WORLD TO FILL!

*Sheaffer's New
TOUCH DOWN*



SHEAFFER'S SENSATIONAL DOWN-STROKE FILLER!



One down-stroke empties—cleans—refills... completely! Sheaffer's sensational new Touchdown is the first—the only pen in the world to do all this... and in just a matter of seconds. For the first time, a pen that fills at the finger-touch—completely—using one hand alone. For the first time, a pen that fills completely... to full capacity... on just one down-stroke... requiring less frequent refillings. See Touchdown at your Sheaffer dealer's today. It's the development that prompts pen experts to say, "Now, you've really got something!"

W. A. Sheaffer Pen Company, Fort Madison, Iowa
and Malton, Ontario, Canada

GREATEST ACHIEVEMENT IN FOUNTAIN PEN HISTORY!

SENTINEL DELUXE THREESOME
Pen, \$15.00—Pencil, \$5.00
Strawwriter, \$10.00
Complete set, \$30.00; no Fed. tax
Available in Blue, Brown and Black

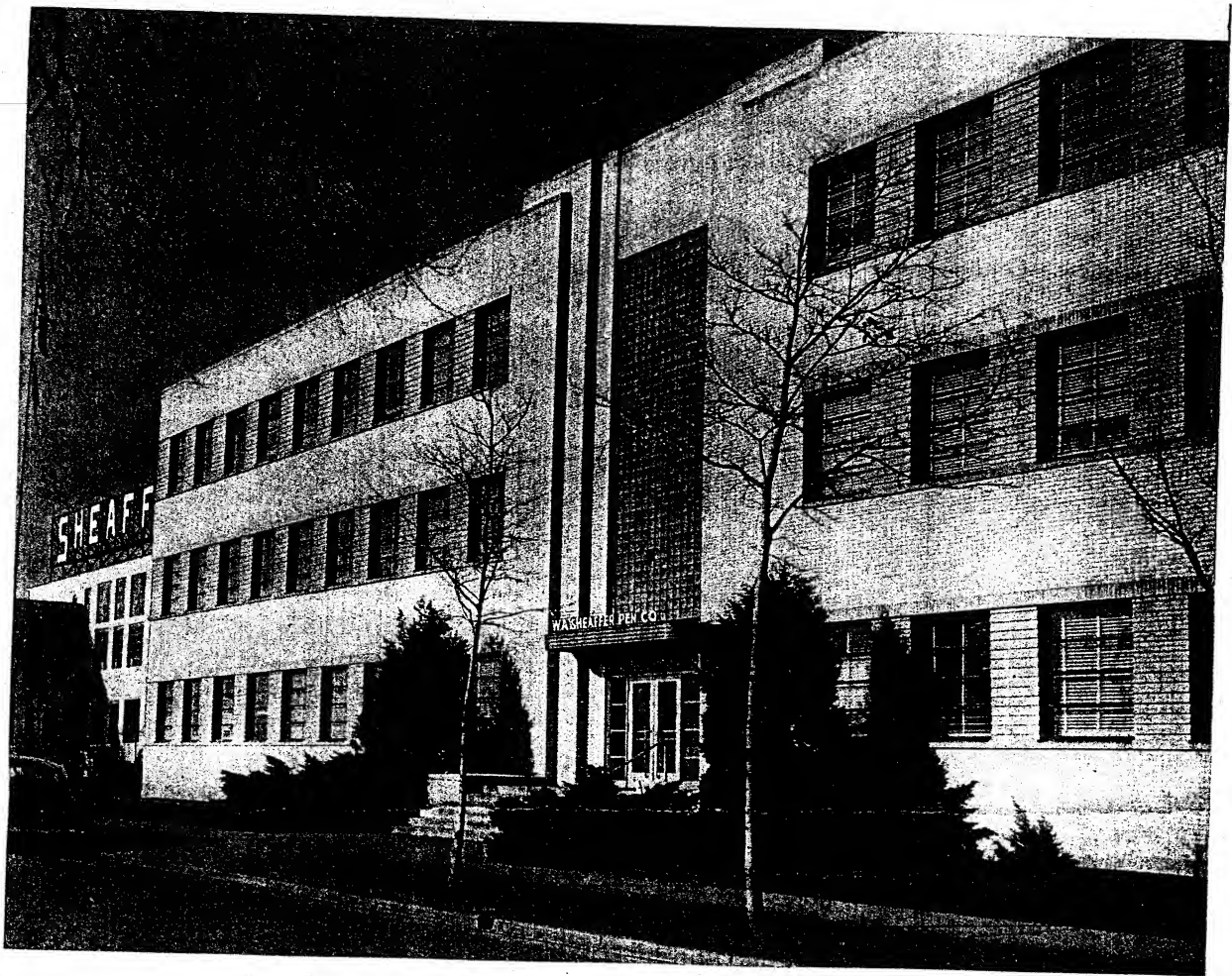
SHEAFFER'S

WHITE DOT TO DISTINCTION

©Copyright 1949, W. A. Sheaffer Pen Company

FOR SALE AT ALL GOOD DEALERS THROUGHOUT THE UNITED STATES AND CANADA

W. A. Sheaffer Pen Company Ad No. 1-TD
Life, 1 Page, July 19, 1949



SHEAFFER'S PLANTS AND BUILDINGS LINE BANKS OF BUSY "FATHER OF WATERS"

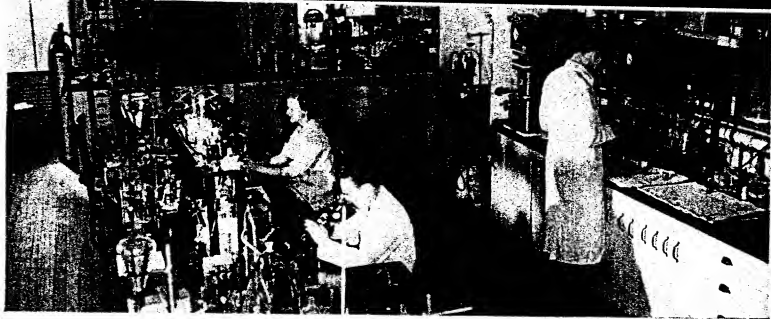
PEN HISTORY

is written on the banks
of the
Mississippi

In the heart of the once-bloody Blackhawk Territory, at historic Fort Madison, the sprawling precision plants of the W. A. Sheaffer Pen Company are penning another kind of history. Sheaffer's story is a modern-day parallel of the pioneering achievements that carved out America's Middle-Western empire. From its humble foundation in a small jewelry shop, Sheaffer's has expanded into the world's largest manufacturers of quality writing equipment. Pioneers in the progress and development of the fountain pen industry, Sheaffer's is responsible for most of the advancements taken for granted by everyday pen users. This LIFE treatment of the Sheaffer Story shows how Sheaffer's maintains its leadership in a highly-competitive field.



SHEAFFER'S "TOP SECRET" Development Division is "off limits" to all but a selected few.

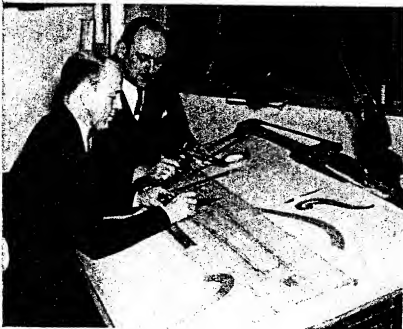


IN CLINICAL ATMOSPHERE OF RESEARCH LABORATORIES, PENS ARE TESTED, IMPROVEMENTS PROBED

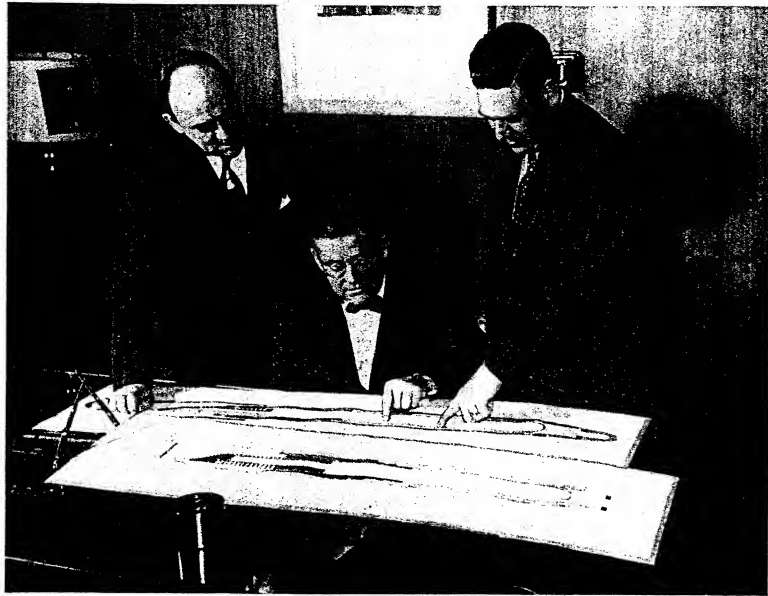
RESEARCH NEVER RESTS IN SHEAFFER'S DEVELOPMENT LABORATORIES

Constant Improvement Is Scientists' Aim

The severest critics of Sheaffer's products are the highly-trained technicians engaged in the continual testing and checking of every piece of Sheaffer merchandise. Charged with maintaining Sheaffer's high degree of superiority and perfection, these scientists are continually opening new doors to improvements on products that are admittedly the finest in the field. Sheaffer's Development Division is a restless hive of activity. From its drawing boards and work tables emerge the advancements and improvements that have, over the years, been adopted by the entire industry. Sheaffer's extensive patents and Sheaffer's creative production ability, however, maintain their dominant position in the highly competitive writing instrument field.

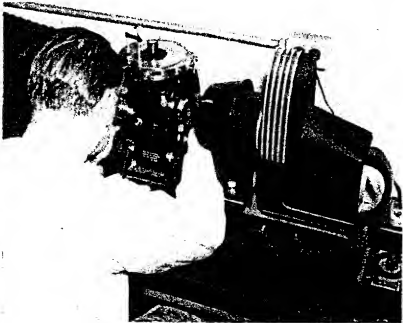


CHIEF W. K. OLSON and able Lieutenant, Lynn Martin, head up Sheaffer's active Development Division, plan new technical strides.



◆ **BRUTAL BREAKDOWN TESTS** check every phase of every Sheaffer development. Here, Metallograph analyzes metal, guards against flaws, any deviation from Sheaffer's exacting standards.

◆ **C. R. SHEAFFER, PRESIDENT, AND R. H. WHIDDEN, GENERAL SALES MANAGER,** hold conference with Olson on current development.



"MAN ON THE STREET" SPEAKS HIS PIECE ABOUT FILLING DEVICES



CHICAGO MESSENGER, R.B.: "Sure, I use a fountain pen. Couldn't get along without it. But I'd really go for one that's easier to fill than this Model 'T' job of mine."



MINNEAPOLIS NURSE, P.F.: "A fountain pen is a must in my job, but so are clean, white uniforms. I want a pen that's easy to fill and stays full and doesn't leak at unexpected times."



NEW ORLEANS BUSINESSMAN, D.T.L.: "Certainly America's ingenuity should produce a fountain pen with a positive but simple filling device. I know there will be a ready market."



PHILADELPHIA PRODUCE BUYER, P.L.M.: "Show me a fountain pen that's easy to fill, holds a big supply and doesn't run out when I need it most, and brother—you've made a sale."



HOUSTON STORE CLERK, H.L.J.: "Why doesn't the pen industry produce a fountain pen with a quick and simple filling device? I have more trouble with the filling device in my fountain pen than anything else."



LOS ANGELES HOUSEWIFE, MRS. A.M.S.: "I like to keep up my correspondence with old friends, but I dread having to fill my fountain pen all the time. It's so complicated, doesn't seem to hold enough, and refilling always leaves me nervous and messy."

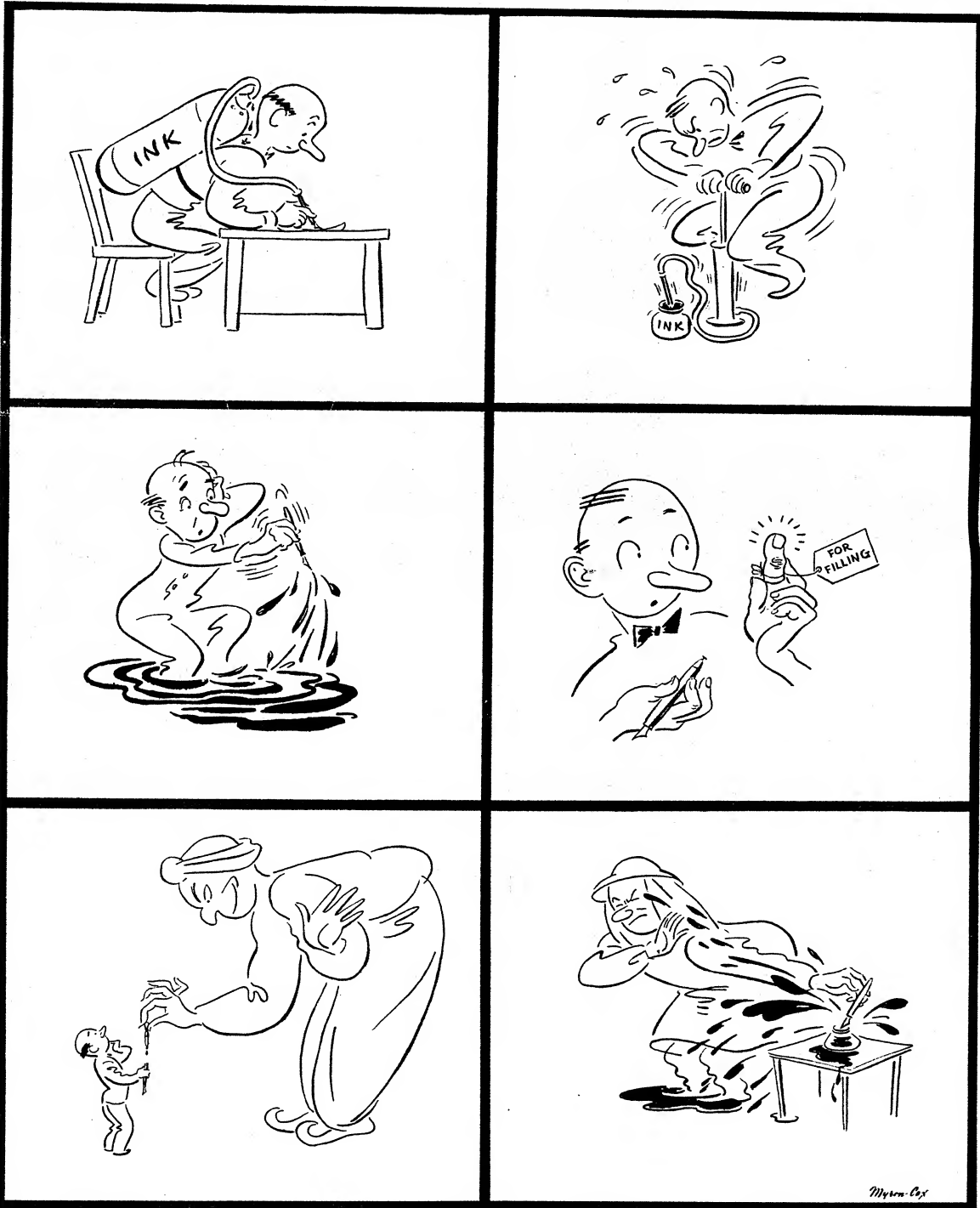
SHEAFFER'S LISTENS AND LEARNS AS "VOICE OF THE PEOPLE" DEMANDS PEN IMPROVEMENTS

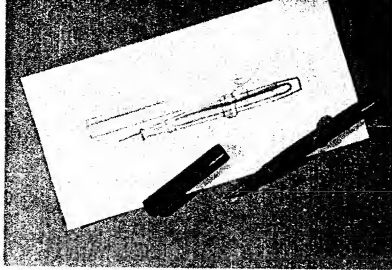
Part of the secret of Sheaffer's success lies in their unyielding efforts to give the public what it wants . . . not merely to make the public want what Sheaffer gives. Surveys continually uncover any possible dissatisfactions in current available equipment. With complete

consumer satisfaction as the goal, Sheaffer's exerts the full force of their resources to improvement, perfection, to the creation of products completely in accord with the public's demand for outstanding quality. On this principle, Sheaffer's leadership is well established.

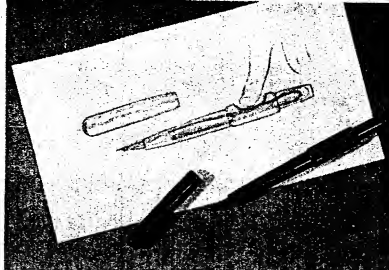
CARTOONS

ARTIST CARICATURES COMMON PEN COMPLAINTS

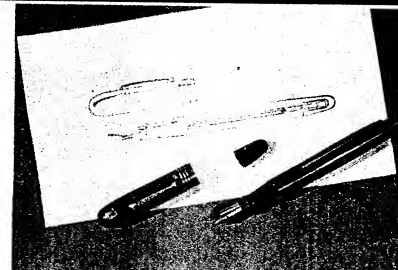




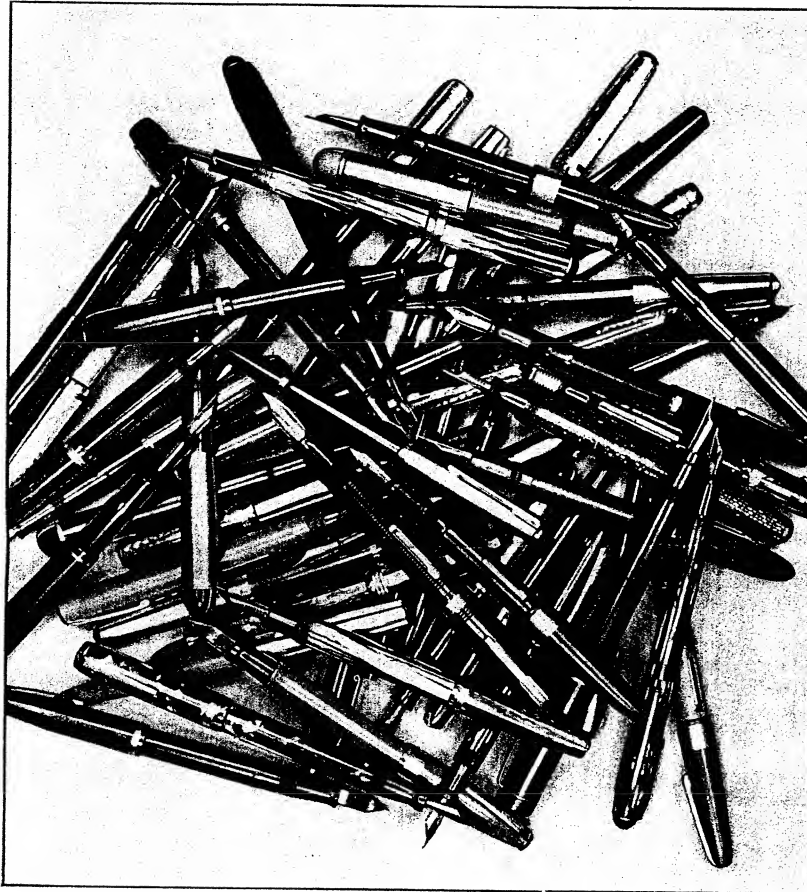
1903



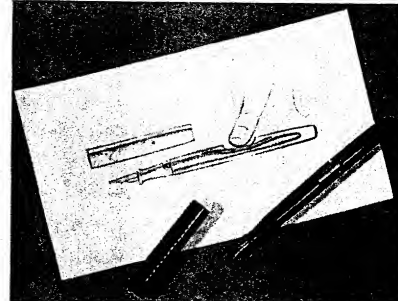
1906



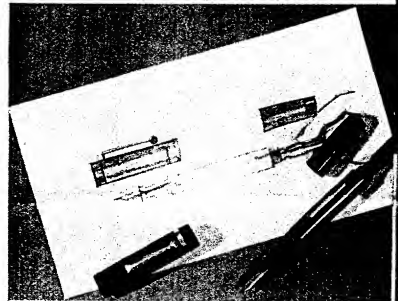
1922



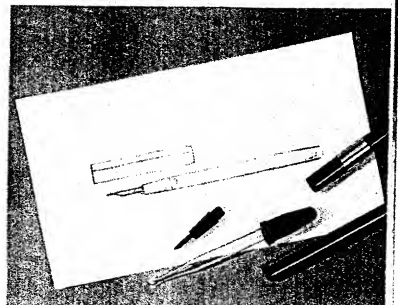
CONFUSING VARIETY OF PENS AND FILLING DEVICES HAS CONFRONTED PUBLIC



1909



1920

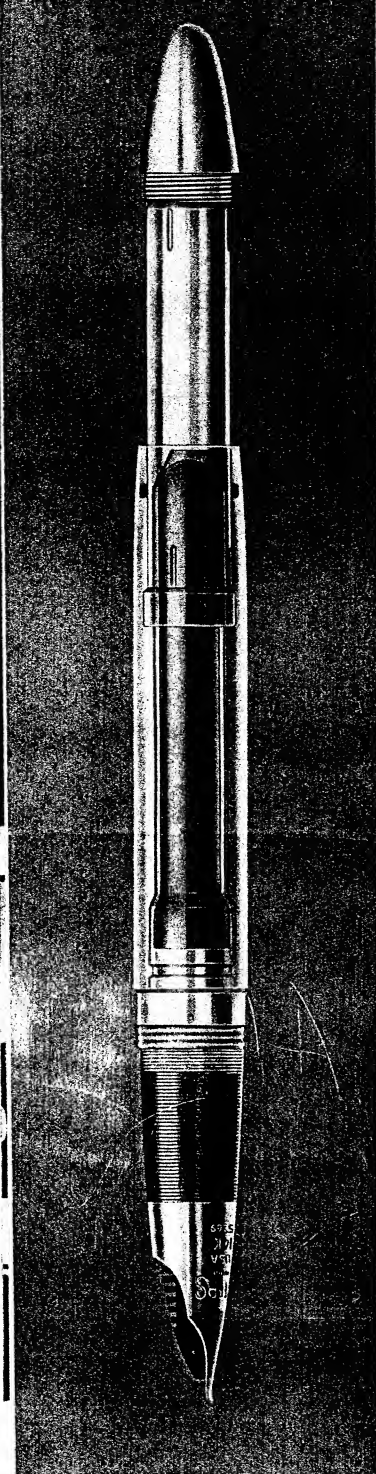


1898

1949 BRINGS FIRST MAJOR IMPROVEMENT IN FILLING DEVICES

In the 10-odd years since fountain pens have been popularly accepted, literally thousands of varieties have been introduced. Highly significant, however, is the fact that Sheaffer's alone has devoted the time,

energy and money that created a filling device totally different, and completely superior to any other pen on the market today! Such zealous efforts maintain Sheaffer's world-honored reputation.



TRANSPARENT Master Model reveals simplified inner workings of Sheaffer's new Touchdown filler. No friction-causing metal device touches rubber sac. Few parts, positive action insure smooth, dependable performance, overcoming entirely prime objections to fountain pens in general.



ONE DOWN-STROKE of the finger tip empties—cleans—refills Sheaffer's sensational Touchdown Pen in a matter of seconds.

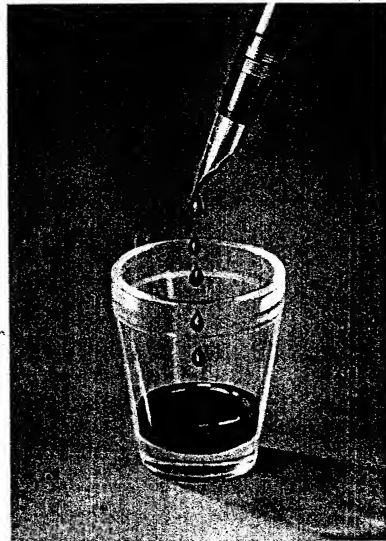


PHOTOGRAPH of actual test in progress demonstrates one-stroke capacity of a competitive pen used by some owners. Discouragingly little fluid is actually retained in supposedly full pen barrel.

SHEAFFER'S REACHES LONG-SOUGHT GOAL WITH NEW "TOUCHDOWN"

Easiest Pen in
the World to Fill

"It couldn't be done"—but Sheaffer's did it! For the first time in history, a pen has been created with a filling device so perfect that it overrides all those frequent objections to fountain pen filling inconveniences! For the first time, a pen that fills positively with one down-stroke in a matter of seconds. For the first time, a pen that fills at a light finger-touch, using one hand alone. For the first time, a pen that fills completely . . . to full capacity requiring less frequent refillings! For the first time, a pen that is completely insulated! That's Sheaffer's "Touchdown" . . . the sensational new Sheaffer development.



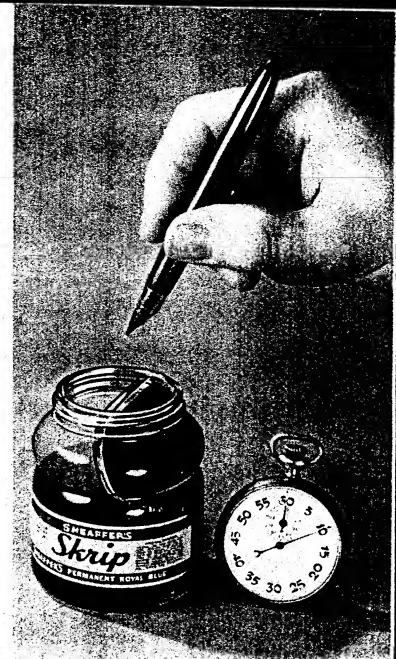
GRAPHIC ADVANTAGE of Sheaffer's one-stroke Touchdown is shown in the greatly increased usable capacity of new Sheaffer Pens.



FINGER-TOUCH PLUNGER extended, pen is about to be touched into writing fluid. Stop-watch is poised, ready to record actual time consumed in operation.



PEN TIP IMMERSSED in writing fluid. Touchdown plunger has been depressed into position in just one stroke. Merely count ten. No more effort is required on user's part.

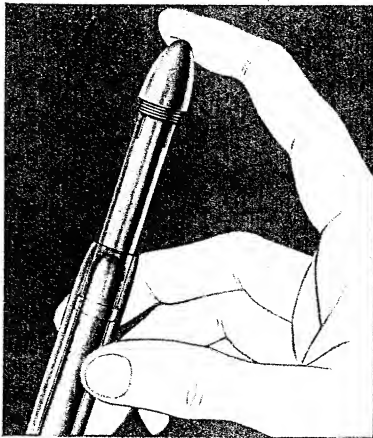


PEN COMPLETELY FULL, ready for use. Entire operation is compressed into ten seconds instead of several shaky minutes.

CAMERA RECORDS QUICK-FILLING ADVANTAGES of Sheaffer's Spectacular New Touchdown

High-speed camera catches the rapid action of Sheaffer's new filling development. Emphasizing ease of filling, demonstrator actually snapped camera shutter with one hand which was left

free by Touchdown's simplicity of operation. One light down-stroke is all that is required. Phantom drawings (below) reveal the "inside story" of Sheaffer's Touchdown in operation.



PHANTOM VIEW shows filling in progress. With plunger tube out, empty fluid sac is expanded to fullest. Operation is now ready to begin.



AS PLUNGER is depressed, sac is collapsed by pneumatic pressure, air-flushing nib and feed channel. This complete, self-cleaning feature lengthens pen life, improves performance.



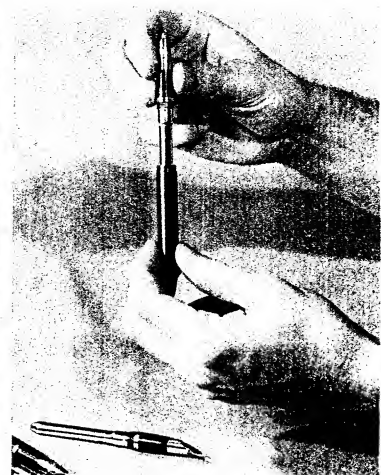
WITH PLUNGER completely depressed, sac expands fully, drawing up writing fluid to maximum capacity. No other pen offers such outstanding ease of operation.



ENTIRE NIB ASSEMBLY is interchangeable. Can be literally removed with just a "simple twist of the wrist." Unscrews with only a few turns.



14K GOLD NIB is removed without forcing, without special tools. Self-containing, the complete unit is ready for replacement.



THE EXACT NIB to fit the customer's writing style is replaced merely by reversing the process. A few seconds are all that's required.

TOUCHDOWN'S SIMPLIFIED ASSEMBLY SAVES DEALER'S TIME, CUSTOMER TEMPER

Touchdown can be quickly and easily readjusted without factory dismantlement. Any Sheaffer dealer with no extra equipment can exchange the 14 karat gold "Triumph" nib

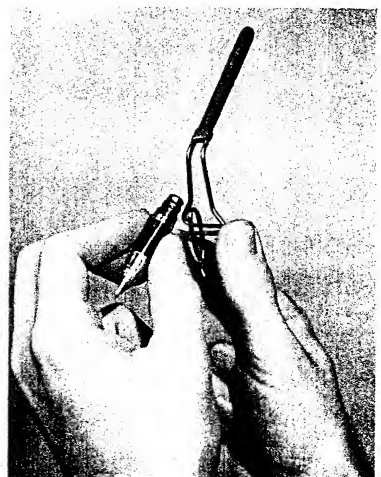
assembly or just the sac in a matter of minutes. This special, speedy service is profitable to the dealer and more satisfactory to the customer, thus building good will.



TO REPLACE SAC, protective sleeve is merely detached—slid off. Simplified assembly makes exchange easy.



SAC IS REMOVED from sleeve with slight finger pressure and is ready for replacement.



SAC is quickly replaced, pen restored to working order. Rapid readjustment—delighted customer!

Unheralded, but subject to continual improvements over a forty year span, is the modern Sheaffer sac used in Touchdown. Pure latex, fortified with a special age-inhibitor, it is built to last at least twenty years if used with Sheaffer's Skrip.

OUTLOOK

MERCHANDISING EXPERTS VIEW TOUCHDOWN PROSPECTS



GRAND & TOY, LTD., TORONTO, CANADA, P. F. GRAND, President: "We are very enthusiastic about Sheaffer's new Touchdown Filling device. In our opinion it should do great things for fountain pen sales through all of Canada."



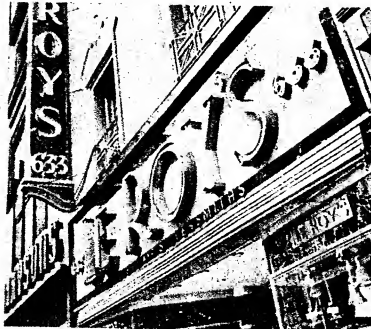
C. D. PEACOCK, CHICAGO, ILL., H. F. NOELLE: "Peacock's customers have been led to expect perfection in any item they buy from us. For this reason we are happy to see the new Sheaffer Touchdown and will recommend it with complete confidence."



IVAN ALLEN-MARSHALL CO., ATLANTA, GA., IVAN ALLEN, President: "Sheaffer's has produced a 'pen of tomorrow' in the new Touchdown. The many advantages offered make it the top pen on the market for both the retailer and consumer."



PEOPLES DRUG STORES, WASHINGTON, D. C., WALTER H. HAWES: "It has been our hope that eventually a fountain pen would be made which would be so easy to fill that even a child would understand its operations. We believe that the new Sheaffer Touchdown Pen is just what the doctor ordered for Chain Drug Store Pen Departments."



LE ROY'S JEWELERS, LOS ANGELES, CALIFORNIA, ROBERT WILLIAMS: "We are naturally pleased to see Sheaffer's new Touchdown filler. Having built our business on customer satisfaction, we feel that this improvement will satisfy a long felt need for our Pen Department."



NEIMAN-MARCUS, DALLAS, TEX., H. NICHOLAS PARKER, Merchandise Manager: "Difficult filling mechanisms have always been our largest problem in maintaining pen department customer good will. Sheaffer's new Touchdown filling device is certainly revolutionary and can definitely be recommended to our customers."



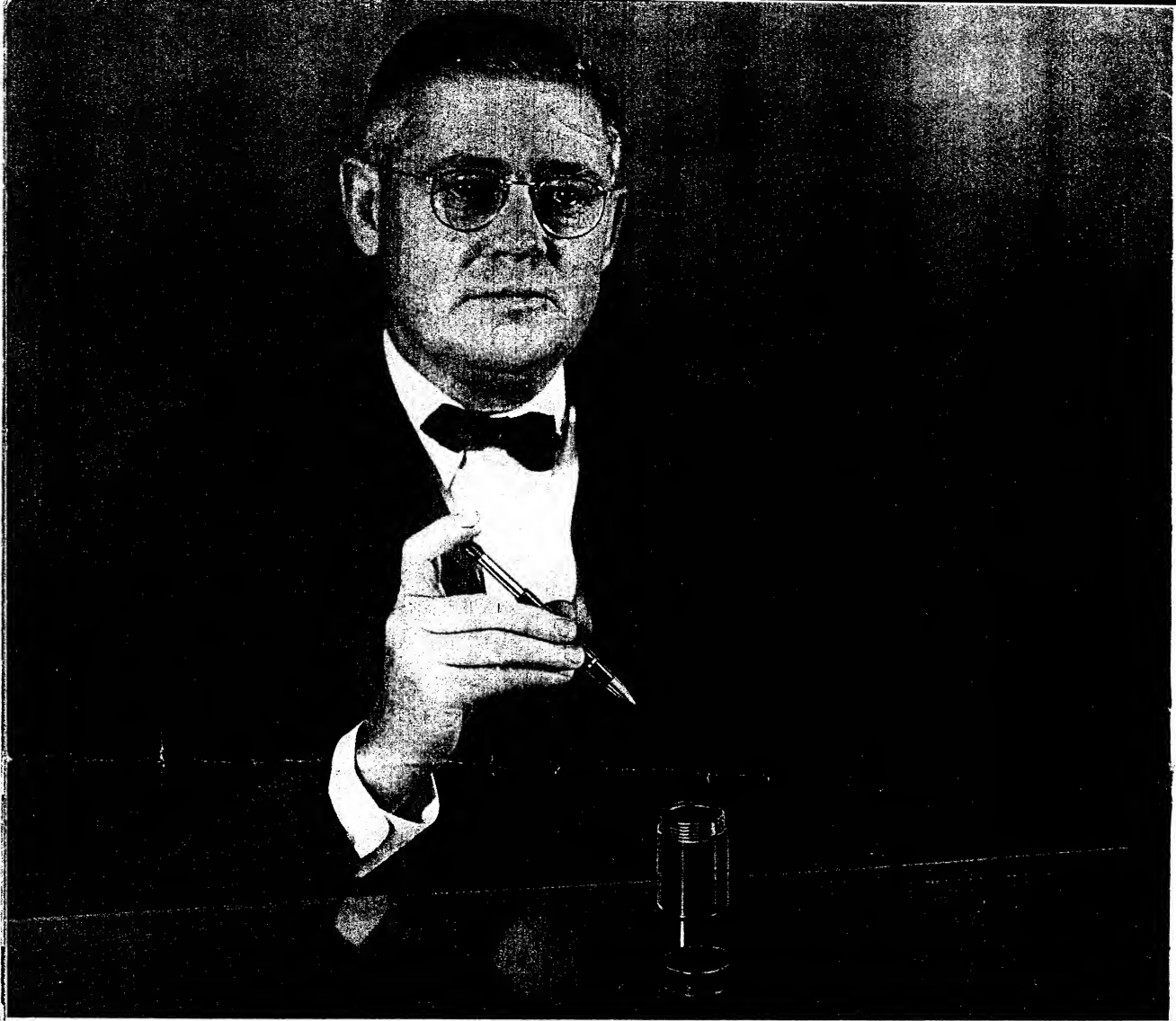
FOSTER'S PEN SHOP, NEW YORK, N. Y., HARRY E. NORTH: "It has been our hope that eventually a fountain pen would be manufactured with a simplified and positive filling action such as we find in the new Sheaffer Touchdown. I am sure that millions of pen users will be happier with this new Sheaffer simplified Touchdown filling device than ever before."



CROWLEY, MILNER & COMPANY, DETROIT, MICH., JAY D. RUNKLE, Vice President and General Manager: "I have had the opportunity of previewing the new Touchdown and feel that it is a major improvement. In addition to the improved filling device the interchangeability of the point unit will be of particular interest to merchants as well as to customers. Sheaffer really has something. Department Stores will find it very salable and profitable."



THE BURROWS BROTHERS CO., INC., CLEVELAND, OHIO, HOWARD B. KLEIN, President and General Manager: "The new Touchdown feature represents a revolutionary and needed departure from standard pen merchandising. Interchangeability of points is bound to help us in turning over pen stock. I think it is the greatest filling device I have seen and it is bound to speed up counter selling and servicing."



SHEAFFER'S PRESIDENT EXPRESSES PRIDE

C. R. Sheaffer tells aims, prospects of new development

In the office from which he directs the destinies of Sheaffer's enterprises, C. R. Sheaffer toyed musingly with the new Touchdown pen that in a stroke outmoded all others.

"I believe that alert dealers will instantly perceive the simplicity and obvious long life possibilities of this filler," he said. "What may not be so apparent is its extraordinary efficiency. All that is needed to prove this is a demonstration. There is considerable satisfaction among the technicians and craftsmen here, who have had so much to do with the

development of this fine product, to be giving the public a product that is improved from every angle—efficiency, longevity, ease and quickness of repair if needed.

"This goal has been reached after tremendous expenditure of time, effort and money. It is well worth it to our dealers, their patrons and to us in our constant striving to keep the name "Sheaffer's" synonymous with the very best merchandise that the public can purchase. Touchdown we feel, sets a new high standard of perfection."

TOUCHDOWN

TO RECEIVE POWERFUL PROMOTION
BEGINNING IN JULY

In keeping with Sheaffer's established policy, no national advertising on Touchdown will start before July, in order to give dealers ample opportunity to clear their shelves and cases. Then an imposing list of national magazines and newspapers will take the Touchdown story into millions of homes. Full pages and full color will highlight every long-sought feature of this eagerly-awaited new improvement available only in Sheaffer's world-famed pens! A powerful desire to buy Touchdown—and only Touchdown—will be aroused in the minds and hearts of millions and millions of readers in every corner of the country! While this far-reaching improvement will be exploited to the Nth degree after July 1st, current Sheaffer merchandise will remain in demand—fully saleable—because there will be absolutely no change in the outward appearances from 1948 models. The well-planned combination of delayed promotion and identical styling gives complete protection to all dealers.

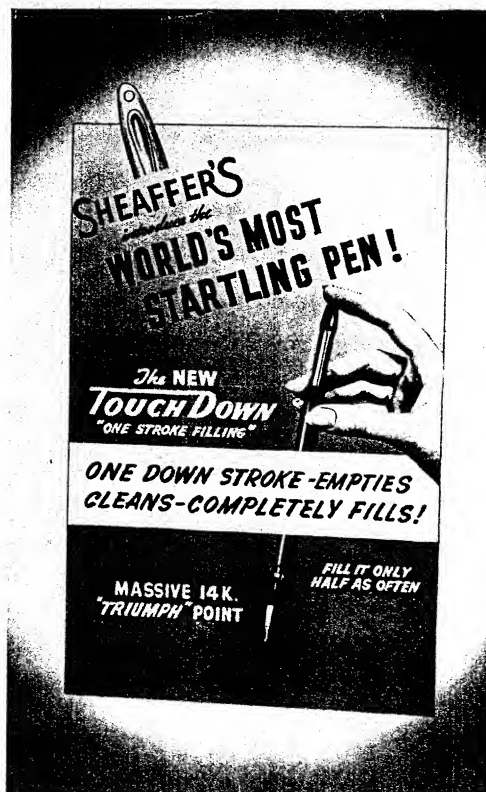
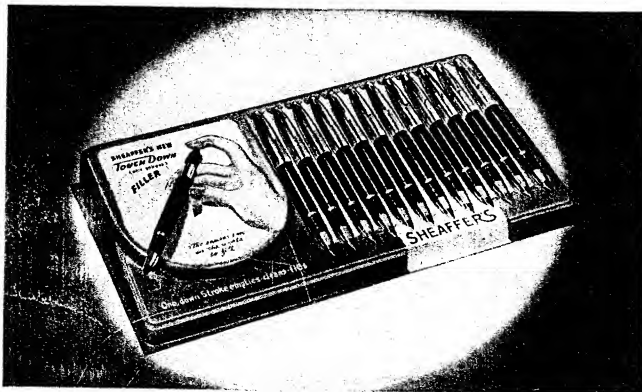


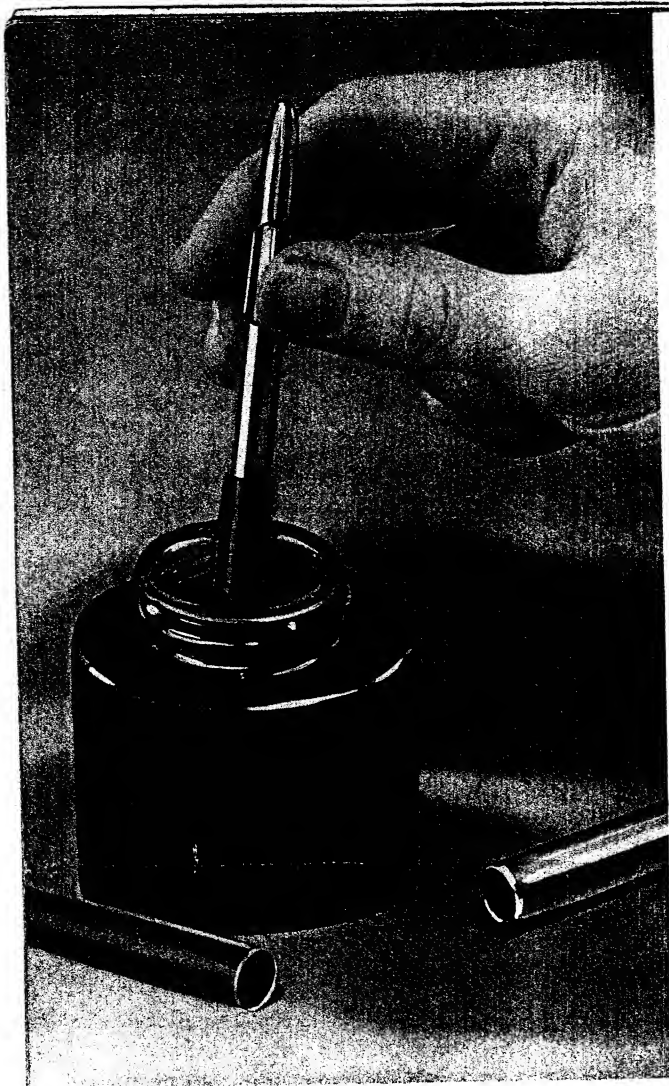
STORE DISPLAYS

CUSTOMERS STOP, TRY, BUY . . .

FROM INVITING, SALES-COMPELLING DISPLAYS

New lifelike displays will be offered to dealers to present Touchdown to its fullest advantage. Smartly-styled, modern and appealing, they will create more interest, attract more attention than any displays developed in recent years. Fitting presentation for this excellent development!



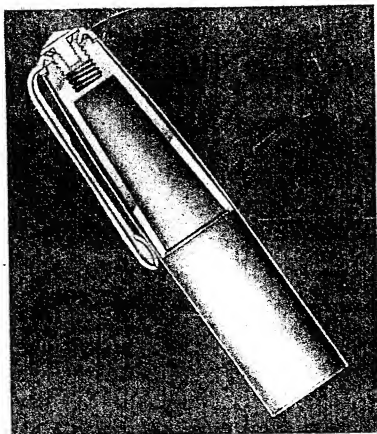


THIS TYPE...

CURRENT COMPETITIVE PEN RESURRECTS OLD PRINCIPLE

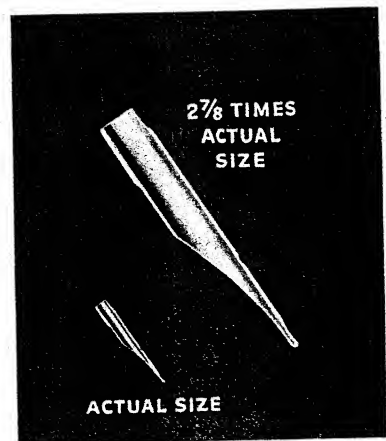
In their search for worthwhile improvements, some manufacturers have succeeded only in developing external changes. Other manufacturers have succeeded only in improving old devices. Such changes or devices may possibly represent improvements in their existing models, without beginning to approach Sheaffer's established superiority.

◆ **HERE ARE THE REQUIRED STEPS** for operating a current "new and improved" filling device.—Remove outer barrel from pen.—Press filling bar firmly and slowly, at least six times.—Replace outer barrel. Pen is now ready for use.



◆ **SMALL NIB** offers limited strength, little opportunity to display character in writing. Customer sees small amount of gold.

◆ **CONTRAST DESIGN** of cap with Sheaffer's graceful, distinctive counterpart shown on opposite page. Note conventional clip with its tip—not so gentle with pocket or purse material as Sheaffer's clip.



OR THIS ONE?

SHEAFFER'S NEW TOUCHDOWN PERFORMS ENTIRELY DIFFERENTLY —WORLD'S FINEST PEN MADE EVEN FINER!

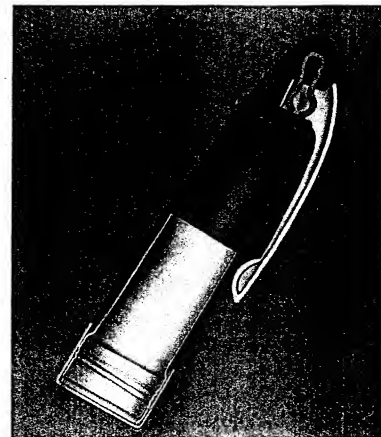
The pen to feature—the pen to sell—is Sheaffer's new Touchdown! Long acknowledged to be makers of the finest writing instruments in the world, Sheaffer's increase their wide margin of superiority by incorporating this sensational new improvement. The avowed crusader for better writing instruments, Sheaffer's is the first and only one to present the positive one-stroke Touchdown filler!

TOUCHDOWN—easiest pen in the world to fill. Extend plunger full length—Press down with one stroke only to fill pen.



◆ **SHEAFFER'S GIANT**, 14K gold nib is hand-ground, offers sixteen separate and distinctive writing styles. Contains more gold than any other ... visible proof of value and quality!

◆ **SHEAFFER'S** smoothly-tapering cap carries out the handsome, flowing lines of the perfectly-balanced pen. Inner-spring clip holds pen snugly without danger of tearing pocket. No "sprung" clips!



Produced and Printed by W. A. Sheaffer Pen Co., Fort Madison, Iowa